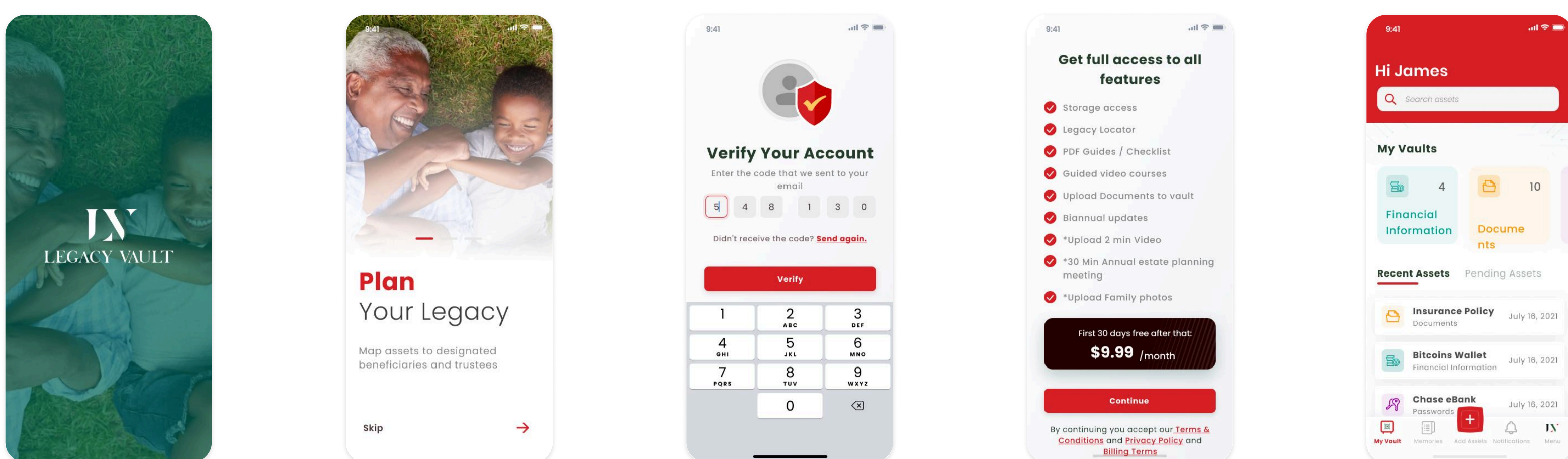


Legacy Vault – SaaS Application

Crafting a Secure Haven for Digital Memories



Project Overview

Legacy Vault App is a mobile platform designed to enable users to store, organize, and pass down their digital assets and memories to loved ones. With digital inheritance becoming a crucial modern concern, Legacy Vault focuses on creating an accessible and emotionally comforting experience, ensuring that personal legacies are preserved in a secure and meaningful way.

The Challenge: Simplifying Digital Legacy Preservation

The primary challenge was creating an interface that not only facilitated ease of use but also conveyed a sense of security and trust. Balancing complex security needs with emotional sensitivity required a thoughtful design approach, especially given the deeply personal nature of the assets involved. Key considerations included a minimal learning curve, intuitive workflows, and strong visual cues that reassured users of the app's trustworthiness.

Easy Integration
It takes just a few moments to add important documents, policies, and property deeds to your vault.

Flexible features
Store all of your important & personal documents in one place. With 3-factor auth, protecting your docs, photos and videos is our priority.

Professional services
Review your legal documents with a Q & A session. Discuss life insurance, wills, trust, property deeds and more.

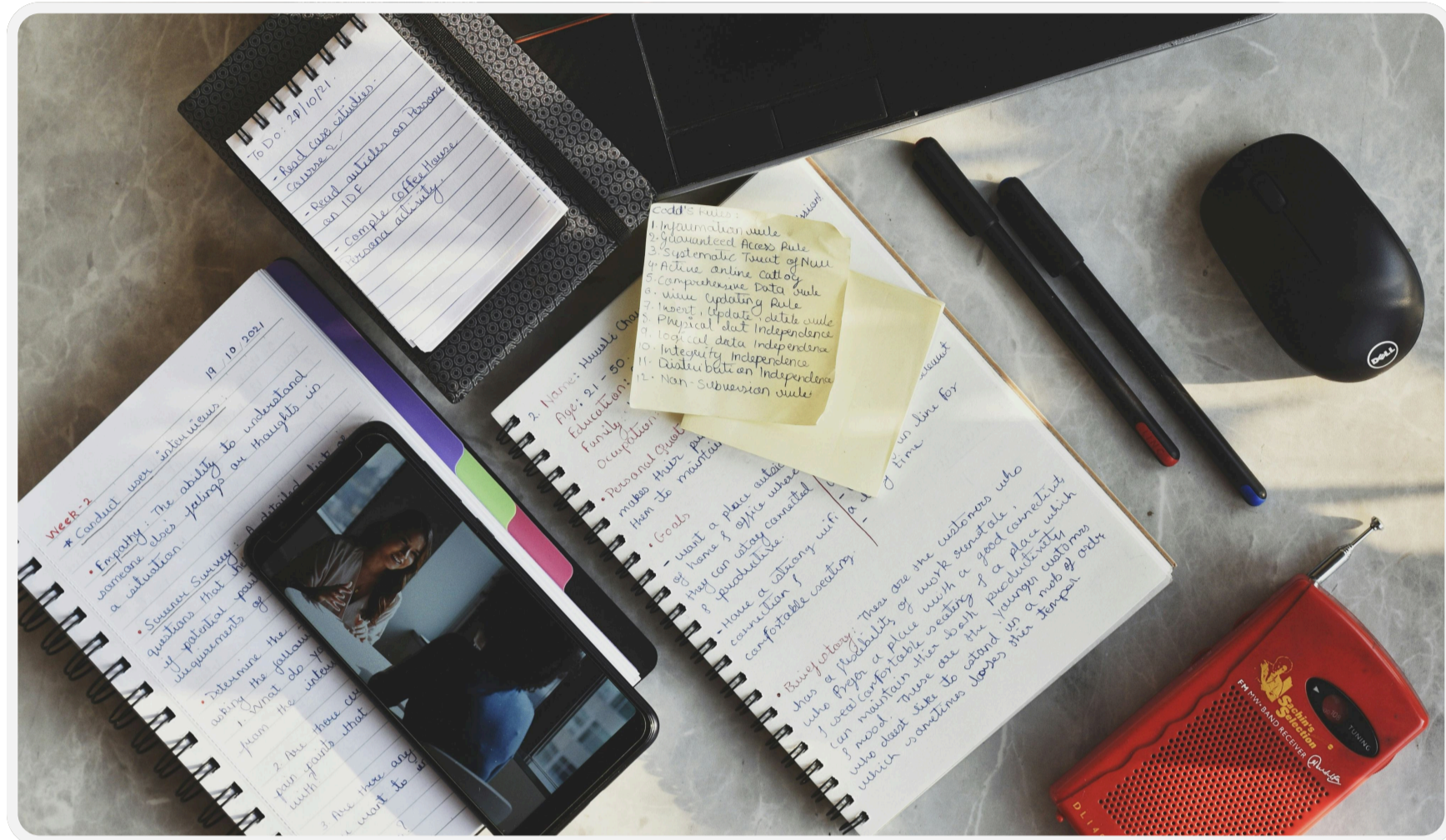
Competitive Prices
We currently offer one price, and it is still lower than any price you will find. It's the new way to store your legacy and pass it on.



Design Process

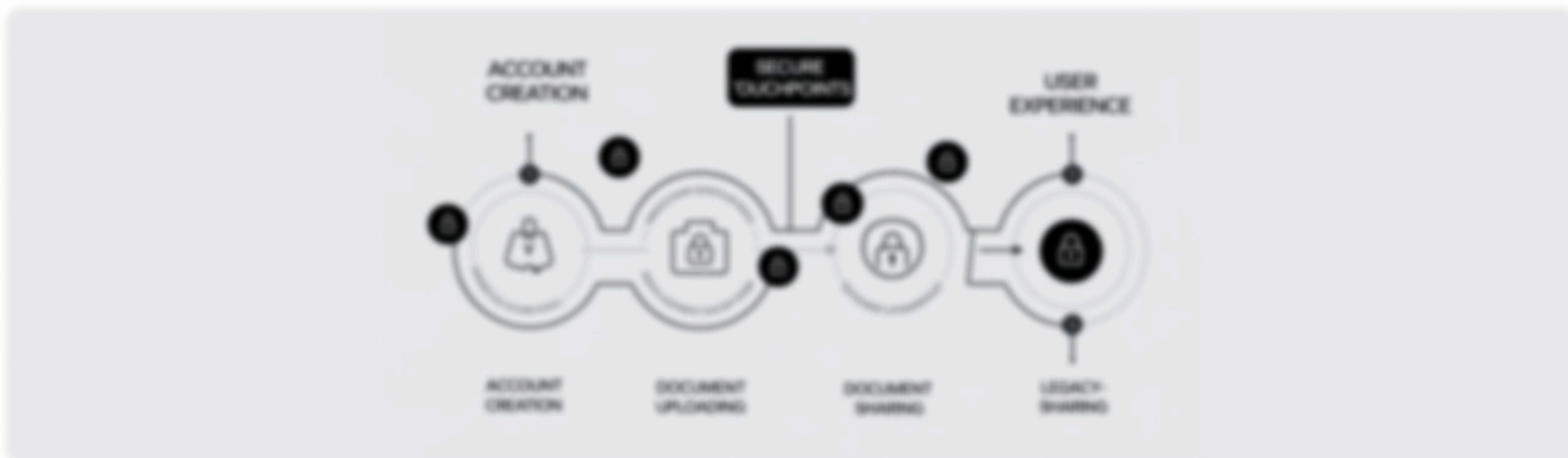
1. Research & Discovery: Uncovering User Concerns and Expectations

We began by diving into the world of digital legacy through extensive user research and competitor analysis. This involved interviews with users from various demographics, especially those interested in estate planning and secure data management. It became clear that security was the top priority, followed closely by ease of access and a calming user experience. These insights shaped our approach to design, prioritizing emotional comfort alongside digital security. The color scheme chosen—primarily deep green, soft black, and accentuated by red—was selected to evoke trust and stability. Green, representing growth and heritage, added a reassuring tone, while black underscored reliability and depth. The red accent was strategically used to draw attention to critical actions, providing clear guidance without overwhelming the user.



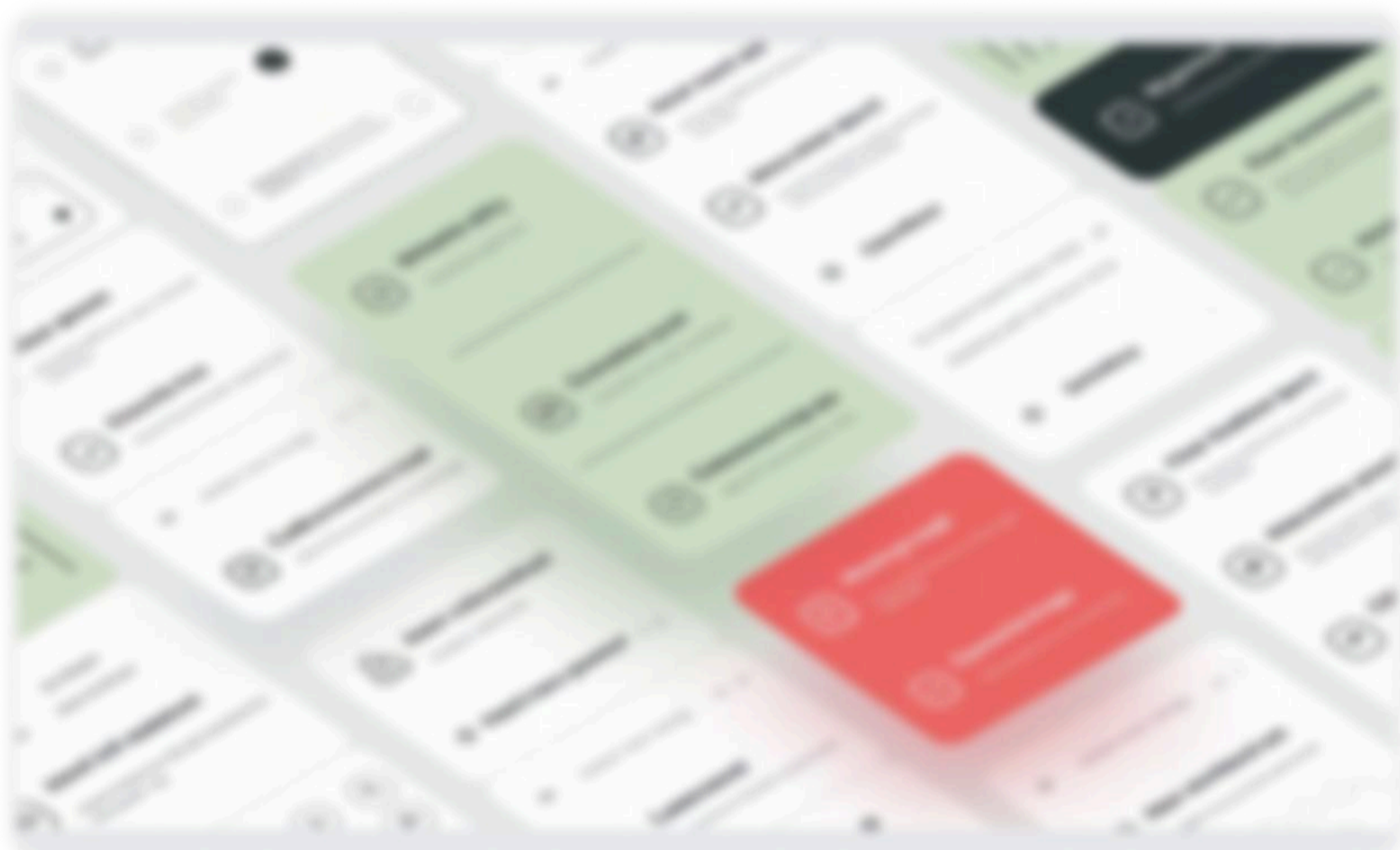
2. Defining the User Journey: Creating a Seamless Flow

Understanding how users would interact with the app at each step was essential to ensuring a frictionless experience. We mapped out the user journey, identifying primary touchpoints such as account creation, document uploading, and legacy-sharing features. Emphasis was placed on simplifying complex flows by breaking down actions into intuitive steps. For instance, we streamlined the onboarding experience, making it easy for new users to understand the purpose and function of each feature. Security checkpoints were embedded in a way that didn't interrupt the flow but rather reinforced trust—like using subtle yet strong black highlights to visually indicate secure areas of the app.



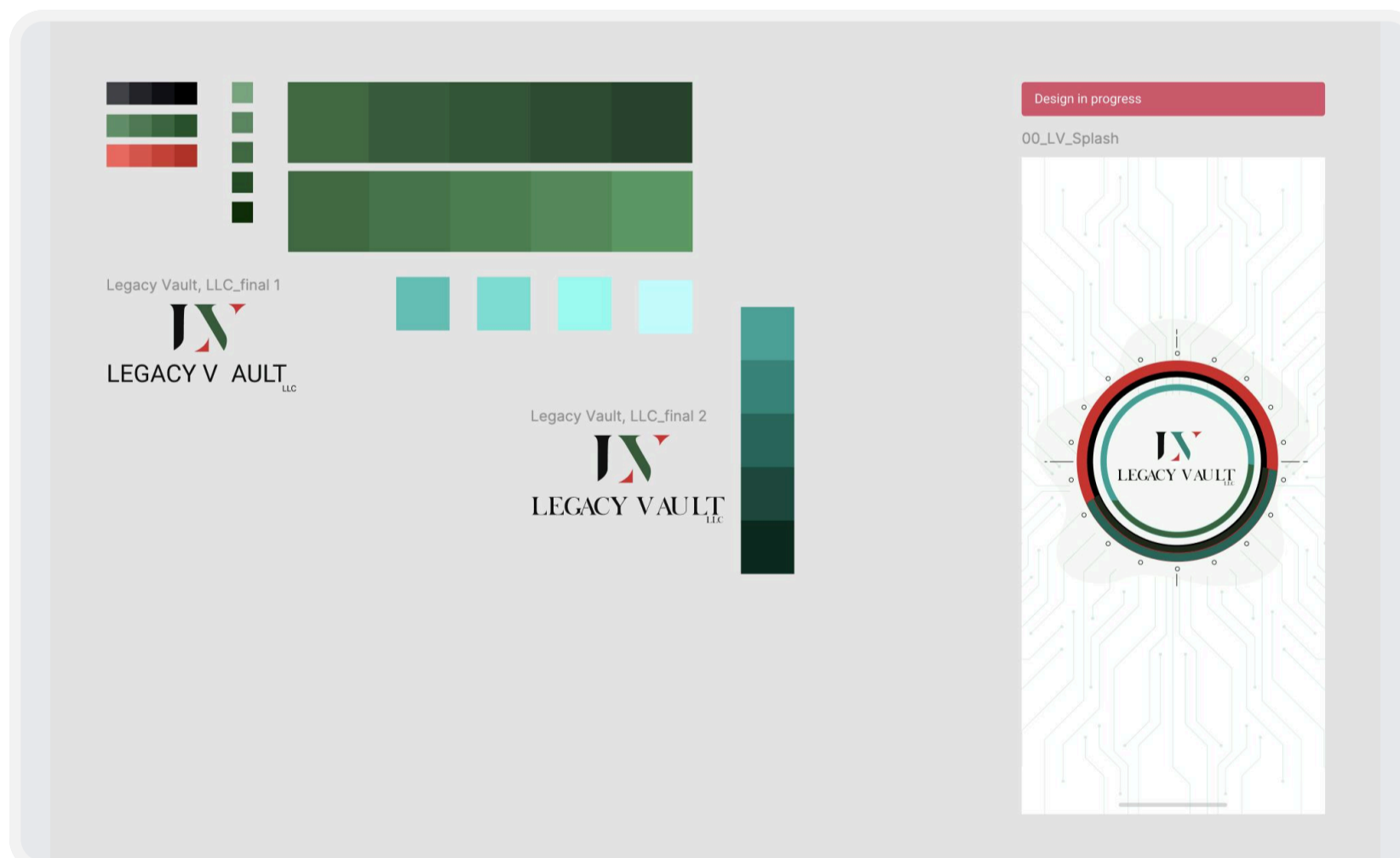
3. Ideation & Wireframing: Visualizing the Structure with a Focus on Simplicity

During the ideation phase, I sketched multiple wireframes to visualize different layouts, ensuring that the interface remained clean and straightforward. Given the app's sensitive nature, we wanted to avoid clutter, so I designed with minimalism in mind, focusing on hierarchical information display and clean iconography. To align with the emotional tone, I incorporated soft green tones in areas meant to guide the user, while bold reds marked important interactions like "Save," "Edit," or "Share" functions. This use of color coding enhanced navigation and created a visually intuitive experience, allowing users to move seamlessly from one step to the next.



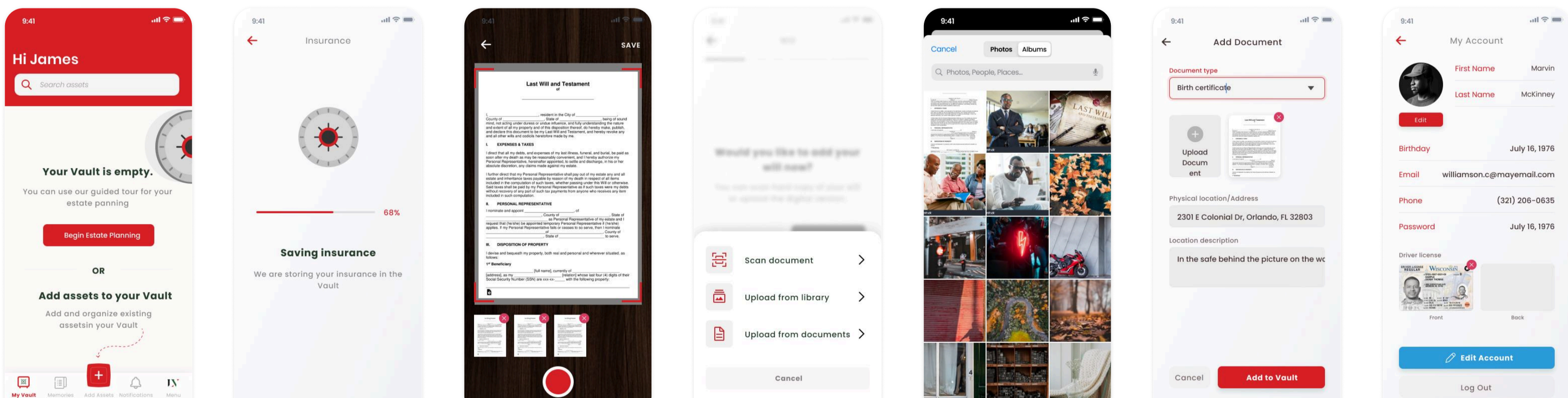
4. UI Branding & Branding: Building Trust through Color and Visual Language

The branding phase was pivotal in setting the tone of security and comfort. Deep green became the dominant color, symbolizing growth, stability, and a sense of heritage—values that align with Legacy Vault's mission. Black was used to enhance the app's sophistication and reliability, especially in text and secure elements. Red was employed sparingly, serving as a visual prompt for critical actions without distracting from the calm and organized feel of the app. Typography was selected for readability, balancing modern and traditional aesthetics to appeal to a broad user base. Custom icons complemented the color scheme, maintaining clarity while avoiding visual overload. Each element—from colors to fonts and icons—was designed to contribute to a trustworthy, user-friendly experience.



5. Prototyping & Testing: Refining Interactions with Real User Feedback

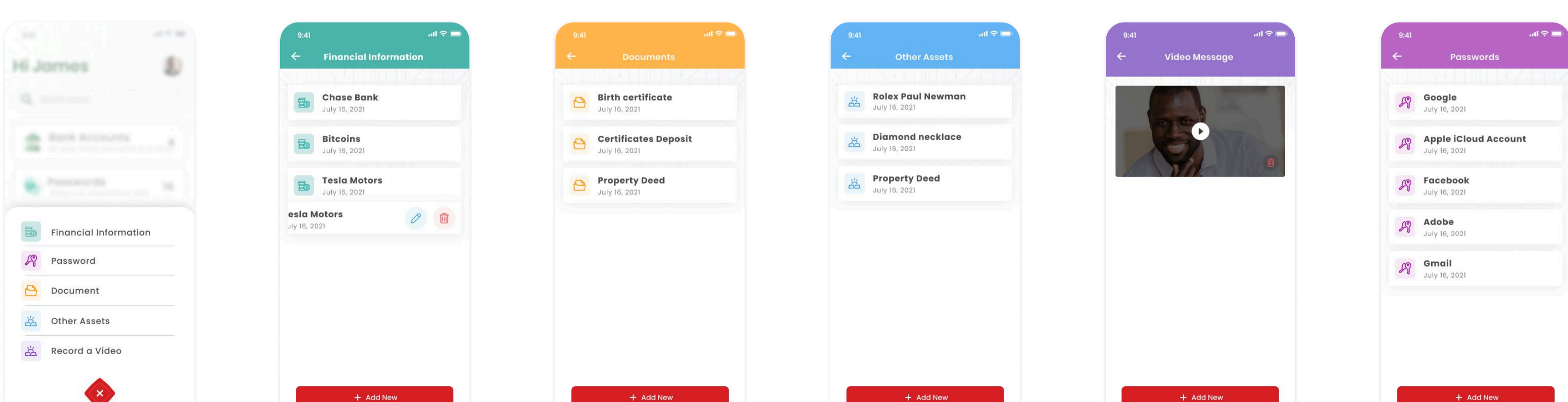
A high-fidelity prototype was developed to simulate the app's interactions, enabling real users to navigate and provide feedback. Usability testing highlighted the effectiveness of the color-coded interface, with users expressing a high level of trust and comfort in navigating secure functions. Iterations focused on fine-tuning the color contrasts and ensuring that security notifications were evident but non-intrusive. Feedback was invaluable in refining details, like adjusting the red accent's prominence for better visibility in action buttons, ensuring users never overlooked critical steps in the security flow.



Results & Impact

The final design for Legacy Vault successfully balances emotional sensitivity with robust security. Post-launch data shows:

- 98% user satisfaction with onboarding and overall usability
- 40% increase in task efficiency, attributed to intuitive design and clear color-coded cues
- Positive feedback regarding the app's ability to make digital legacy planning feel accessible and trustworthy



Key Takeaways

Designing Legacy Vault highlighted the importance of color psychology and user-centered security. This project reinforced that effective design is not just about visual appeal but also about creating a safe, comfortable environment for users to engage in deeply personal activities. Using color strategically to support actions and emotions resulted in an app that feels both secure and welcoming—a valuable takeaway for future security-focused projects.

JIGAR TEWAR

LEAD UI UX / PRODUCT DESIGNER

Skills & Specializations:

User Research & Strategy: Skilled in empathy mapping, user interviews, and storytelling to uncover core user needs.
 Problem Definition & Analysis: I excel at aligning user data with business goals to frame impactful design solutions.
 Data-Driven Ideation & Prototyping: Expertise in content strategy, wireframing, and high-fidelity prototyping based on established pattern libraries.
 Usability Testing & Continuous Improvement: Proficient in conducting usability tests and refining designs for optimal user experiences.

Notable Project Experience:

My portfolio spans various industries, showcasing impactful projects in:
 E-commerce, Social Media Apps, Healthcare SaaS, AI Chatbots, AR/VR, EdTech, FinTech, and Corporate Web Apps.

Leadership & Community Engagement:

For over 7 years, I've led the IxDG Vadodara chapter, mentored at UX meetups, and collaborated on building design systems that enhance brand identities and streamline workflows.